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PATENT

Date: 9/24/04

Patti Hespell
Patti Hespell

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLN NUMBER 09/658,204	FILING DATE 08 SEPTEMBER 2000	FIRST NAMED INVENTOR ELDERING	ATTY. DKT. NO. T723-00
TITLE TARGETED ADVERTISING THROUGH ELECTRONIC PROGRAM GUIDE		ART UNIT 2611	EXAMINER USHA, RAMAN

Assistant Commissioner for Patents
Arlington, VA 22313

AMENDMENT

This Amendment is being submitted in response to the Office Action mailed May 7, 2004, the current response date being extended two months to October 7, 2004 with a two-month extension submitted herewith. Please enter the following amendments and consider the following remarks.

Amendment

-1-

09/658,204